

## CLAIMS

1. A process to supply, on a terminal (10), a multimedia application using a programming agent (36), comprising the following steps:
  - a) automatically send from an applications server (20) to the terminal (10) a digital data medium (31) containing the programming agent (36), based on the digital data of a first message initially sent from the terminal to said applications server;
  - b) automatically extract, from the terminal (10), the programming agent (36) from the digital data media (31);
  - c) automatically save the programming agent in the terminal.
2. The process according to claim 1, characterized in that the digital data medium (31) is a multimedia message of MMS type capable of containing image, text, sound and programming code data.
3. The process according to claim 1, characterized in that the first message is preferably an SMS type text message.
4. The process according to claim 1, characterized in that it also comprises a step of automatically displaying the programming agent (36) in an identified format, such as alphanumeric, or such as an icon.
5. The process according to claims 1 or 4, characterized in that the programming agent (36) is an encoded application program, placed in the digital data medium (31).
6. The process according to claim 1, characterized in that a payment request for sending the digital data medium (31) containing the programming agent (36) to the terminal (10) is performed automatically, before the sending of said data medium to said terminal (10), said payment request being

integrated into an automatic payment procedure like for example SMS/MMS Premium.

- 5 7. The process according to claims 4 or 5, characterized in that it also comprises a step of activation of the programming agent, to automatically perform the application corresponding with the encoded program.
- 10 8. The process according to claim 7, characterized in that the activation of the programming agent performs an automatic formatting, for example of an electronic postcard.
- 15 9. The process according to claim 1, characterized in that after the step of reception in the terminal (10) of the digital data medium (31) containing the programming agent (36), the digital data medium containing the programming agent is sent to at least a second terminal (18, 19).
- 20 10. The process according to any one of claims 1 to 9, characterized in that the code data of the programming agent (36) are automatically destroyed when the programming agent is deactivated.
- 25 11. The process according to any one of claims 1 to 9, characterized in that the code data of the programming agent (36) are kept for a preset period, and automatically destroyed at the end of the preset period.
- 30 12. The process according to claim 11, characterized in that the preset period is included in the encoded data of the programming agent (36).
13. The process according to any one of claims 1 to 9, characterized in that the code data of the programming agent (36) are automatically destroyed after a preset number of activations of the programming agent (36).

14. The process according to any one of claims 1 to 13, characterized in that a request for executing imaging work is sent from the terminal (10) to a platform for executing imaging work (30, 40) capable of communicating with the terminal (10).
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15. The process according to claim 14, characterized in that the platform for executing photographic work is a photographic laboratory (30) or kiosk (40).
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16. The process according to any one of claims 1, 4, 5, 7, 14, wherein the programming agent automatically displays, on the screen (11) of the terminal (10), user interface elements adapted to the platform for executing photographic work, or an online service.
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17. The process according any one of claims 1, 6, 9, 14, 16, characterized in that the terminal (10) is a mobile terminal, like for example a cellphone, a camera phone, or a PDA.
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18. An imaging system to supply a multimedia application on a terminal, comprising at least one terminal (10, 18, 19), at least one applications server (20) and at least one platform for executing imaging work (30, 40) capable of inter-communicating, characterized in that each at least one terminal (10, 18, 19) is capable of activating at least one programming agent (36) to carry out the process according to any one of claims 1 to 17.